

FIGURE 1

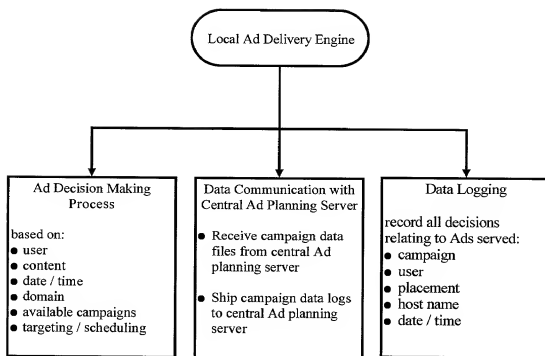


FIGURE 2

100 Campaign Data Log

Header, Date, User, Web Site, Campaign	102
Data,7/21/2000,76FF95,cp1.com,123	104
Data,7/21/2000,87FH99,cp2.com,456	106
Data,721/2000,46ED27,cp3.com,123	108
...	

Figure 3

110 Campaign Data File

Campaign,Param_1,Param_2,Param_3,Start,Stop,# impress,Days,Hours	112
123,Men in 30's,sports section,,7/21/2000,7/28/2000,2500,M-F,7a-7p	114
456,AOL users,,,7/21/2000,8/21/10000,2500,M-S,7p-1a	116
789,Users 18-22 years in age,,,7/19/2000,7/25/1000,1500,MWTF,9a-5p	118
...	

Figure 4

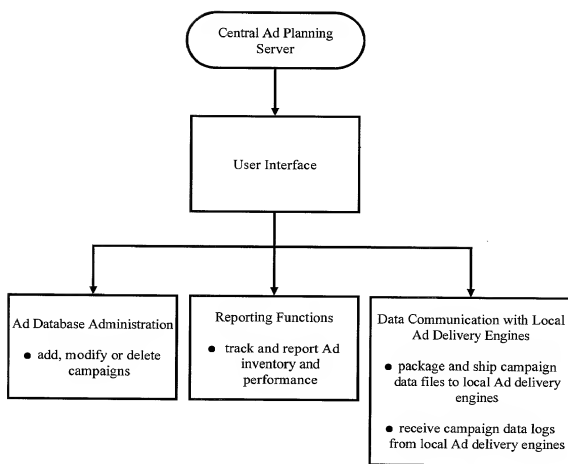


FIGURE 5